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ELECTRONIC THESIS AND DISSERTATION UNSYIAH

TITLE

ANALISIS KEPUASAN KONSUMEN WARUNG KOPI DI KOTA BANDA ACEH

ABSTRACT

Riswan Syah Putra "Analysis of Consumer Satisfaction Coffee Shops in Banda Aceh" under the guidance of Dr. Ir Romano, M.P and Ir. Edy Marsudi M.Si members as mentors, The proliferation of opening a new coffee shop in Banda Aceh makes researchers wanted to find out what is causing so many people doing business coffee shop in Banda Aceh whose number is above average when compared to other town on the outskirts of Banda Aceh. A special attraction for researchers in this study is the number of visitors is not comparable to the coffee shop again with a number of coffee shops that are available in the city of Banda Aceh. with a variety of shades from traditional systems to modern concepts. Increasingly growing number of coffee shops that exist in the city of Banda Aceh, Aceh thus earning the nickname land of a thousand coffee shops, This makes the researcher curious and eager to examine the factors that make consumers so crowded visiting a coffee shop-coffee shop to enjoy the satisfaction of the services offered by the coffee shop itself. The explanation above makes untruk researchers conducted a study to find out why the coffee shop the more time consumers increasingly crowded, and a number of coffee shops is getting more and more time, for that the researchers used the descriptive method and the method of Chi-square analysis with primary data obtained, namely questionnaires and interviews. Interviews addressed directly to the questionnaire respondents were given sheet, then the primary data are described qualitatively, and for a second analysis using chi-square analysis using SPSS 17. From the research that has been done, the authors concluded, based on the results that that the services, facilities and the dish was very influential on Consumer Satisfaction coffee shop in the city of Banda Aceh.

key words: customer satisfaction